

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-33/APP (GP-086-00-US)**

Applicants: **Chad LESTER, Eric V EACH**

Serial No.: **Not yet assigned**

Filing Date: **Herewith**

Title: **ENCODING AD AND/OR AD SERVING INFORMATION IN A CLICK URL**

Examiner: **Not yet assigned**

Group Art Unit: **Not yet assigned**

Mail Stop Patent Application  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**Information Disclosure Statement Transmittal**

The applicants respectfully request that the reference listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of the reference is enclosed.

The applicants reserve the right to establish that the reference listed on the attached PTO/SB/08A is not prior art to the above-captioned application.

Respectfully submitted,

Dated: December 29, 2003

John C. Pokotylo  
John C. Pokotylo, Attorney  
Reg. No. 36,242  
Customer No. 26479  
(732) 542-9070

STRAUB & POKOTYLO  
620 Tinton Avenue  
Bldg. B, 2<sup>nd</sup> Floor  
Tinton Falls, NJ 07724-3260

\*\*\*EXPRESS MAIL CERTIFICATION\*\*\*

"Express Mail" mailing label number: EL997188822US  
Date of deposit: December 29, 2003

I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to Mail Stop Patent Application, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

John C. Pokotylo  
John C. Pokotylo

36,242  
Reg. No.

U.S. Department of Commerce Patent and Trademark Office				<i>Complete if Known</i>
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>				Application Number: <b>Not yet assigned</b> Filing Date: <b>Herewith</b> First Named Inventor: <b>Chad LESTER</b> Group Art Unit: <b>Not yet assigned</b> Examiner Name: <b>Not yet assigned</b>
Sheet	1	of	1	Attorney Docket No.: <b>Google-33/APP (GP-086-00-US)</b>

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T <sup>2</sup>
	AA.	T. Berners-Lee, et al, "Uniform Resource Identifiers (URI): General Syntax," <u>Network Working Group, Request for Comments: 2396</u> (August 1999)	

Examiner Signature		Date Considered	
--------------------	--	-----------------	--

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Unique citation designation number. <sup>2</sup> Applicant is to place a check mark here if English language translation is attached.